

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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First Named Inventor : Frank R. NEMIROFSKY  
Serial No. : 10/618,569  
Filed : July 11, 2003  
Art Unit : 3688  
Confirmation Number : 3771  
Examiner : Dagnew, Saba  
Title : INTERACTIVE ELECTRONIC COMMERCE SYSTEM  
FACILITATING MANAGEMENT OF ADVERTISING,  
PROMOTION AND INFORMATION INTERCHANGE  
MESSAGES  
Attorney Docket No. : EXPHO003

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September 19, 2008

MAIL STOP - AMENDMENT  
Commissioner for Patents  
PO BOX 1450  
Alexandria VA 22313-1450

**AMENDMENT AND RESPONSE**

Applicant provides an Amendment in response to the Office Action of June 19, 2008 in the above-captioned Application. A listing of the Claims is provided, beginning on page #2 of this paper. Remarks begin on page #5 of this paper.

The Commissioner is authorized to charge the fee for a two-month extension of the time for response to the Glenn Patent Group Deposit Account No. 07-1445, Customer No. 22862. Applicant considers this document to be filed in a timely manner.